

Fig. 1

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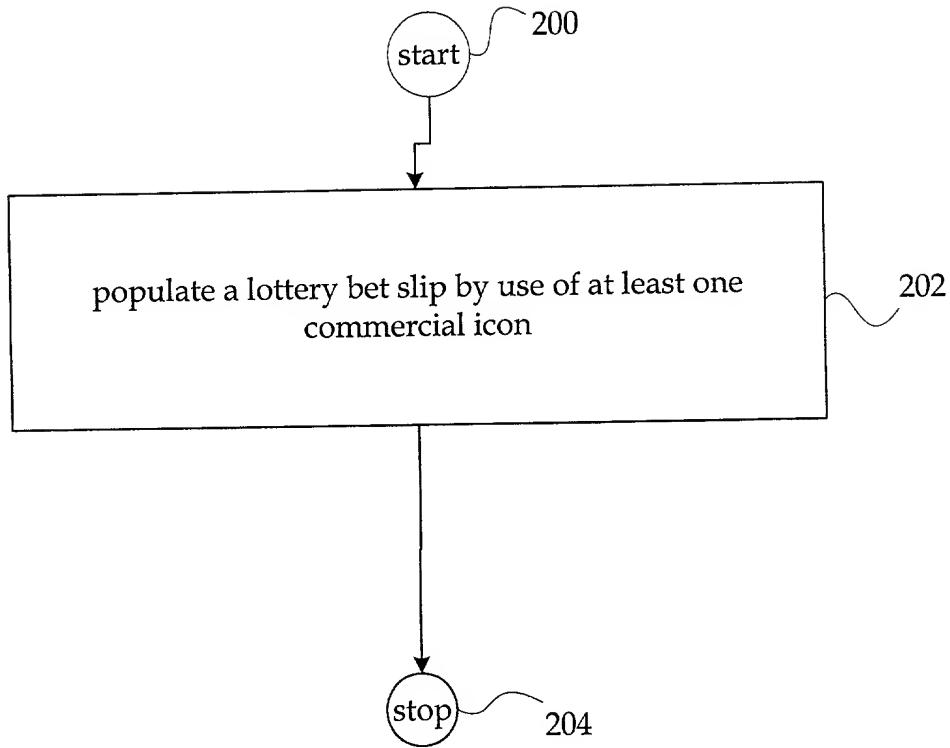


Fig. 2

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264

\$1,000,000 Cash Prize EVERY WEEK!

Presented By America's Most Trusted Brands

Register
How to play

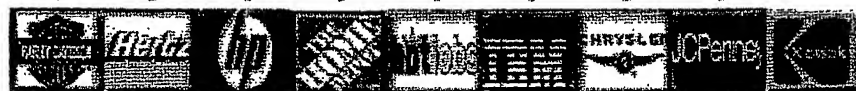
username

password

Delta

Click button

Executive
Summary



--	--	--	--	--	--	--	--

Enter

264

252

254

256

258

260

262

264

264

266

250

240

FIG. 2A

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\$1,000,000 Cash Prize EVERY WEEK!

Presented By America's Most Trusted Brands



Register
How to play

username

password

Delta

Click button



Executive
Summary



						<input type="button" value="Enter"/>
--	--	--	--	--	--	--------------------------------------

252 254 256 258 260 262

26A

250

26A

290

FIG. 2B

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\$1,000,000 Cash Prize EVERY WEEK!

Presented By America's Most Trusted Brands



Register

How to play

username

password

Delta

Click button

Executive
Summary



--	--	--	--	--	--

252

254

256

258

260

262

264

250

290

F16.2c

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\$1,000,000 Cash Prize EVERY WEEK!

Presented By America's Most Trusted Brands

Register
How to play

username

password

Delta

Click button

Executive
Summary



252 254 256 258 260 262

250

240

FIG. 2D

2009020-97824007

**CONTACT
US**

240

**Click any 4
logos per
entry. Win
Gas Miles
with every
entry!
Maximum 3
entries daily.
*Winners***

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FORD

Free

Lotto

Register

How to Play

username

password

Mobil

0

Click button

Gas Miles

My Mobil Gas Miles

Executive Summary

CONTACT US

Win a free car every FRIDAY, 365 cars a year!

PLAY FREE

Chosen Entries Displayed Below

	252
	254
	256
	258

ENTER

Click any 4 logos per entry. Win Gas Miles with every entry! Maximum 3 entries daily. **Winners**

250

FIG. 2F

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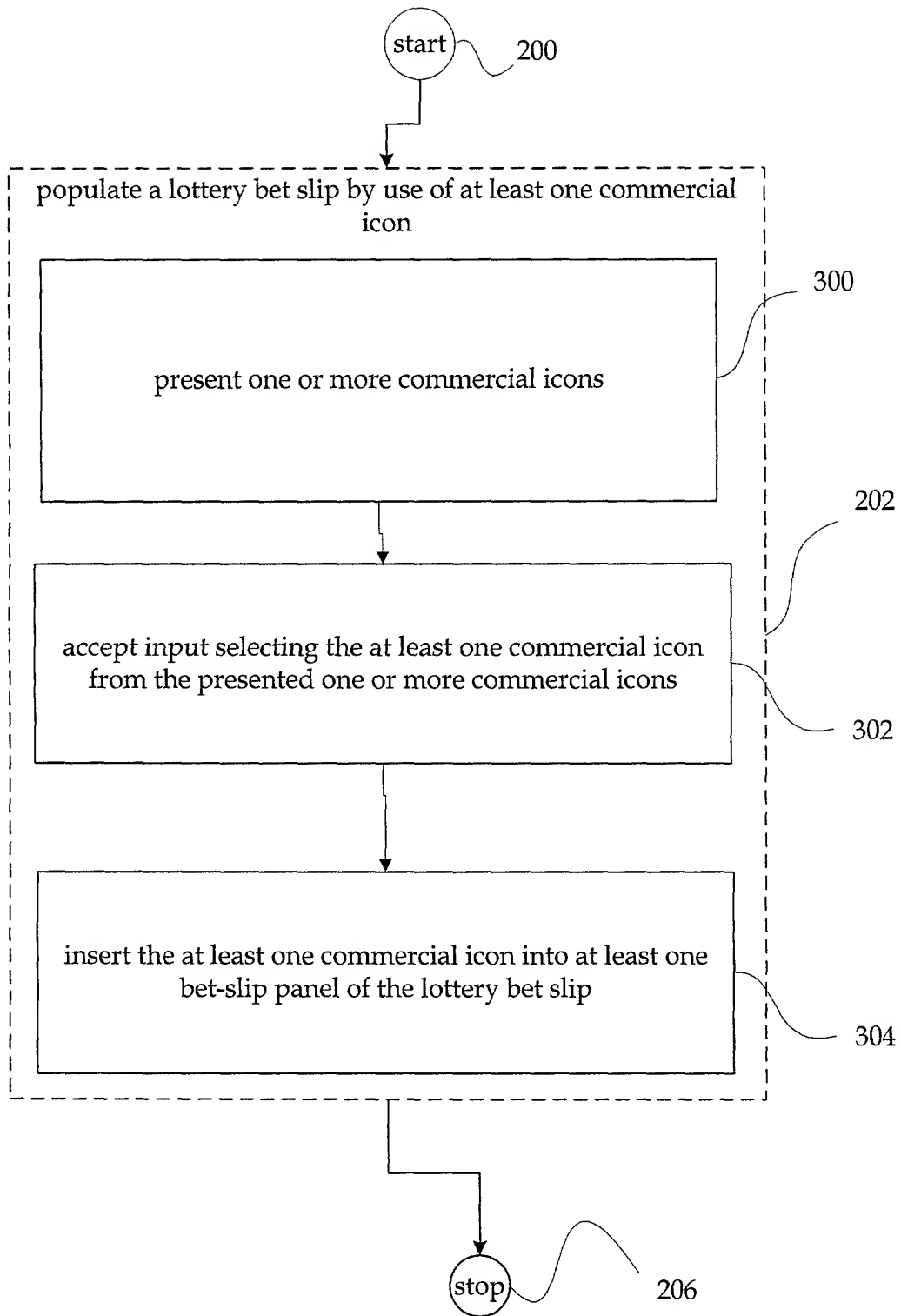


Fig. 3

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start 200

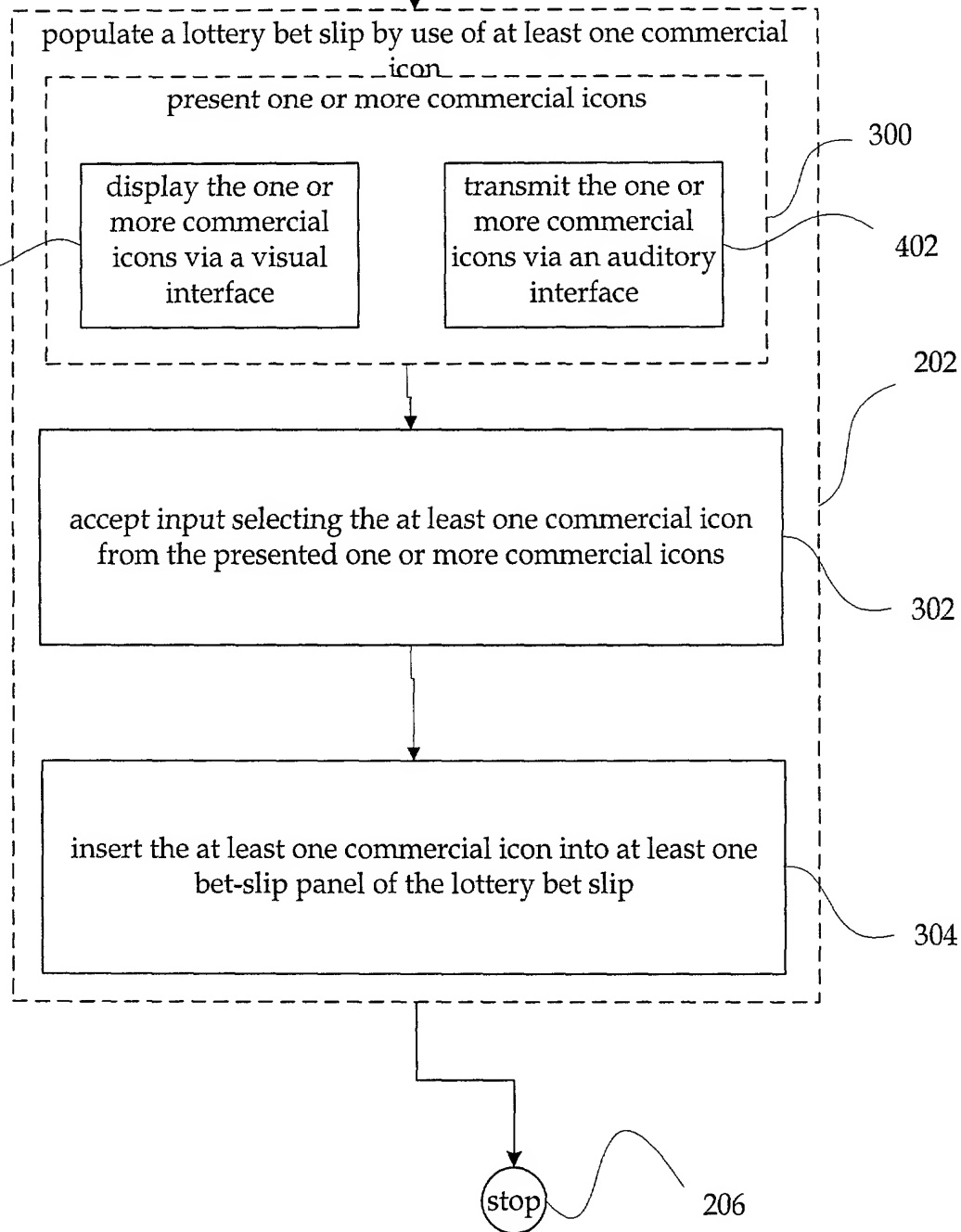


Fig. 4

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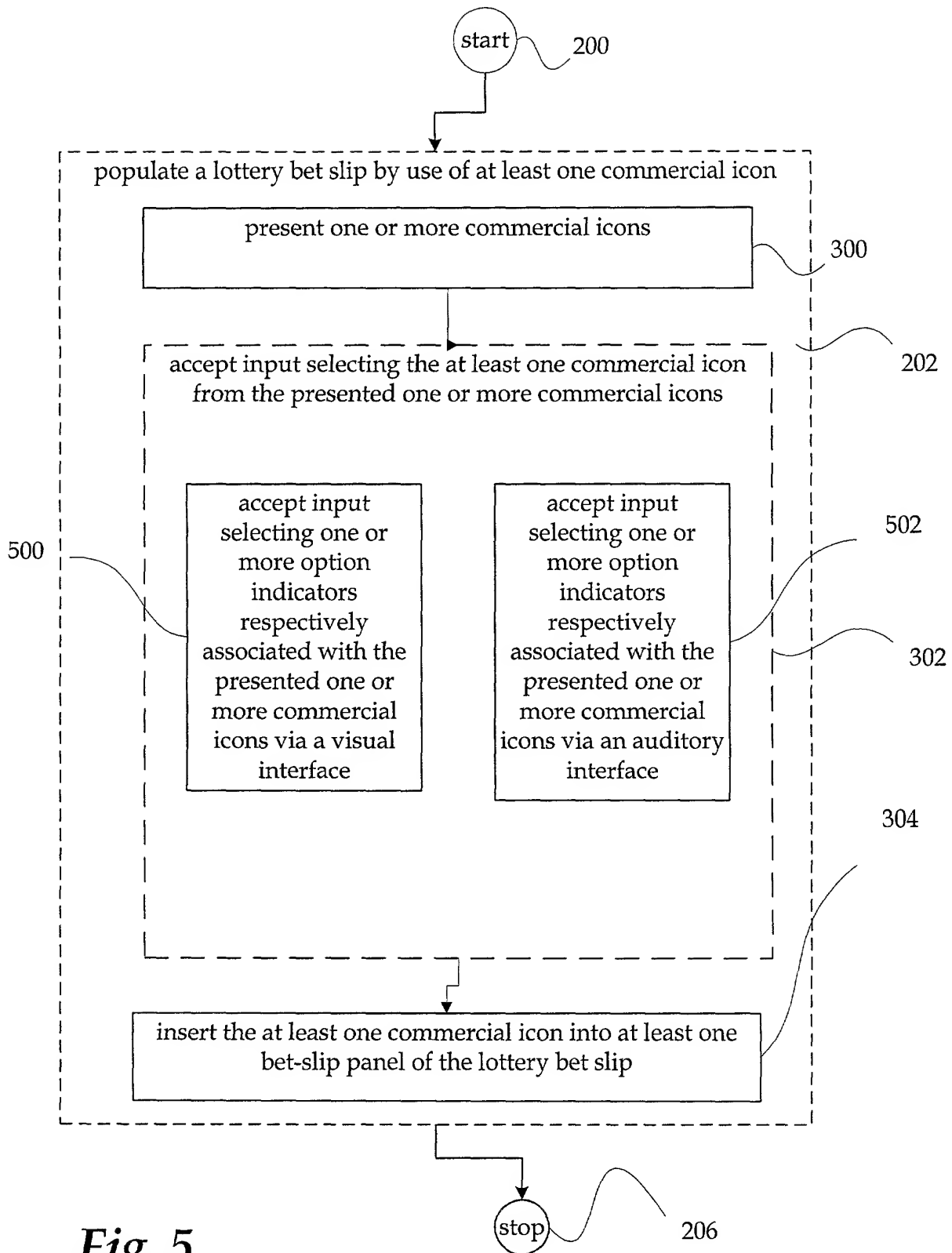


Fig. 5

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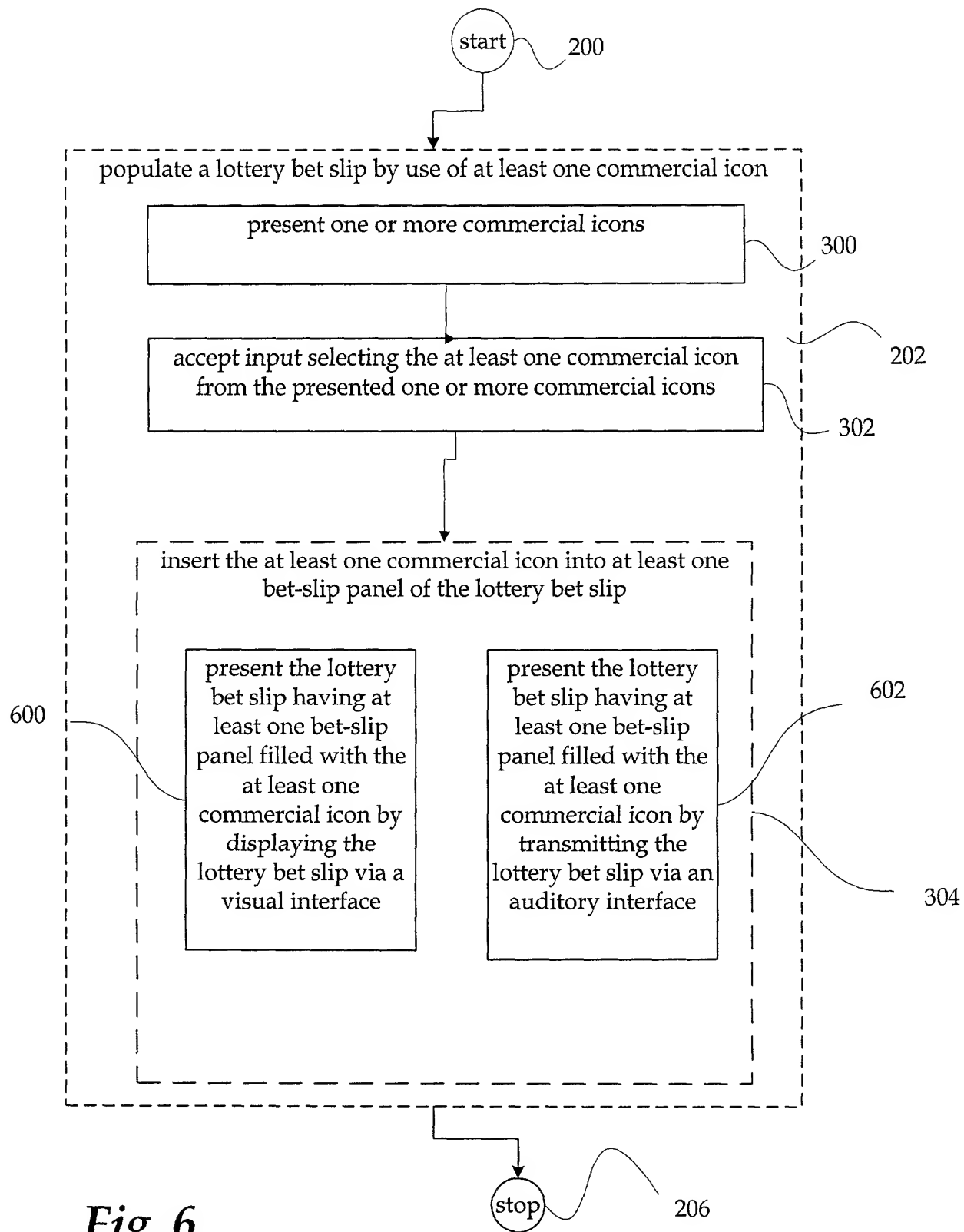


Fig. 6

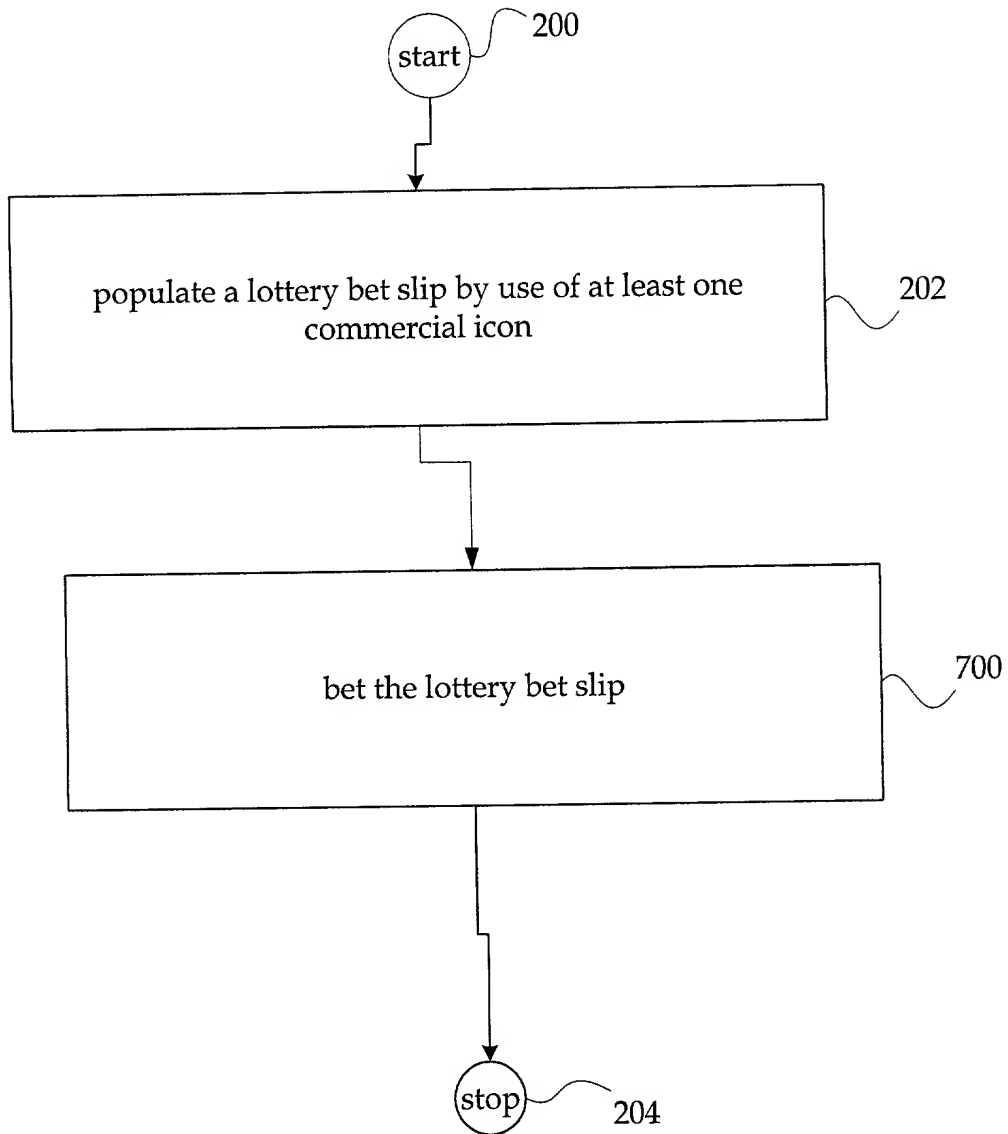


Fig. 7

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start 200

populate a lottery bet slip by use of at least one commercial icon 202

bet the lottery bet slip

accept input which triggers said betting via a visual interface

accept input which triggers said betting be an auditory interface

stop 204

Fig. 8

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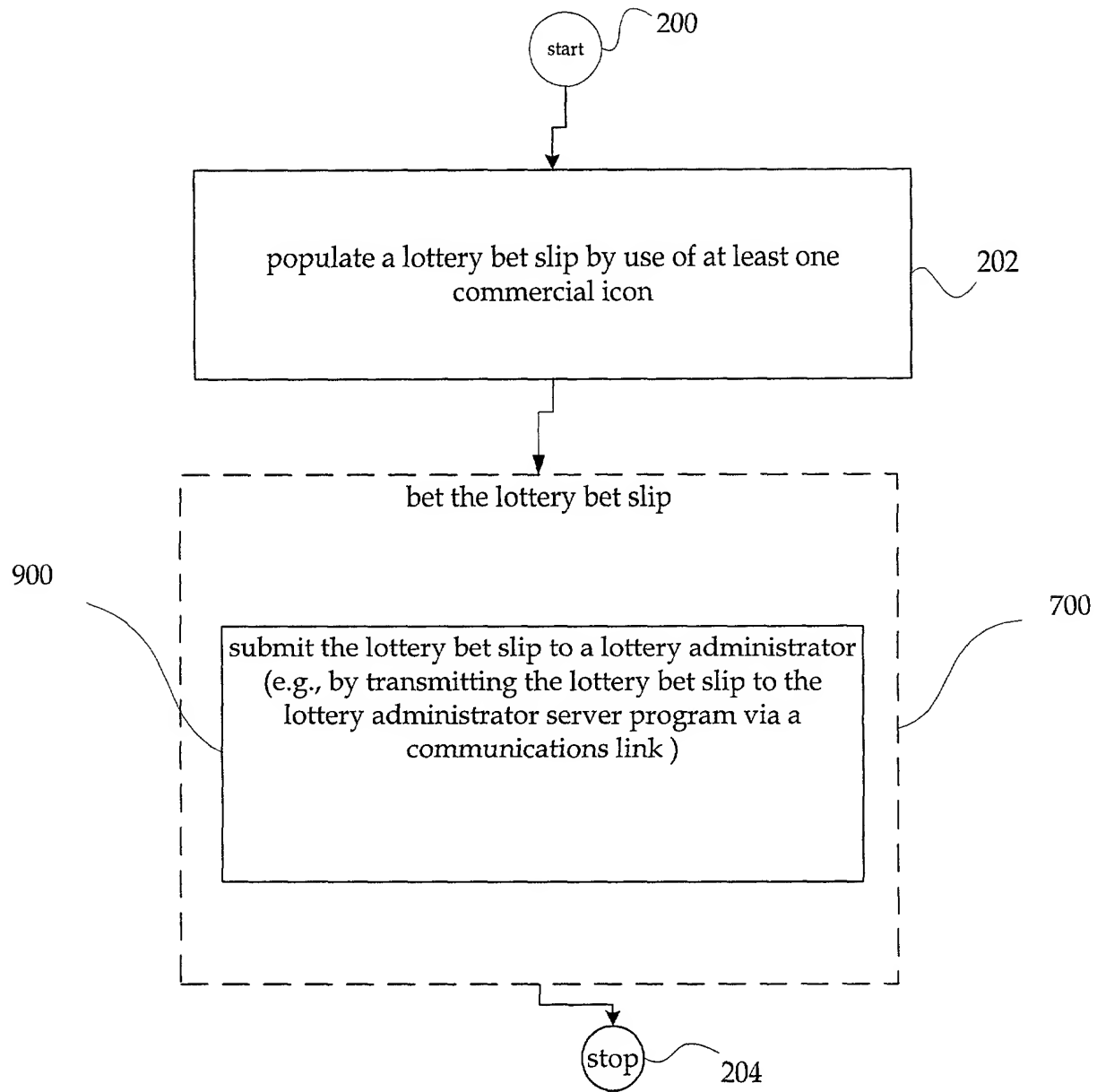


Fig. 9

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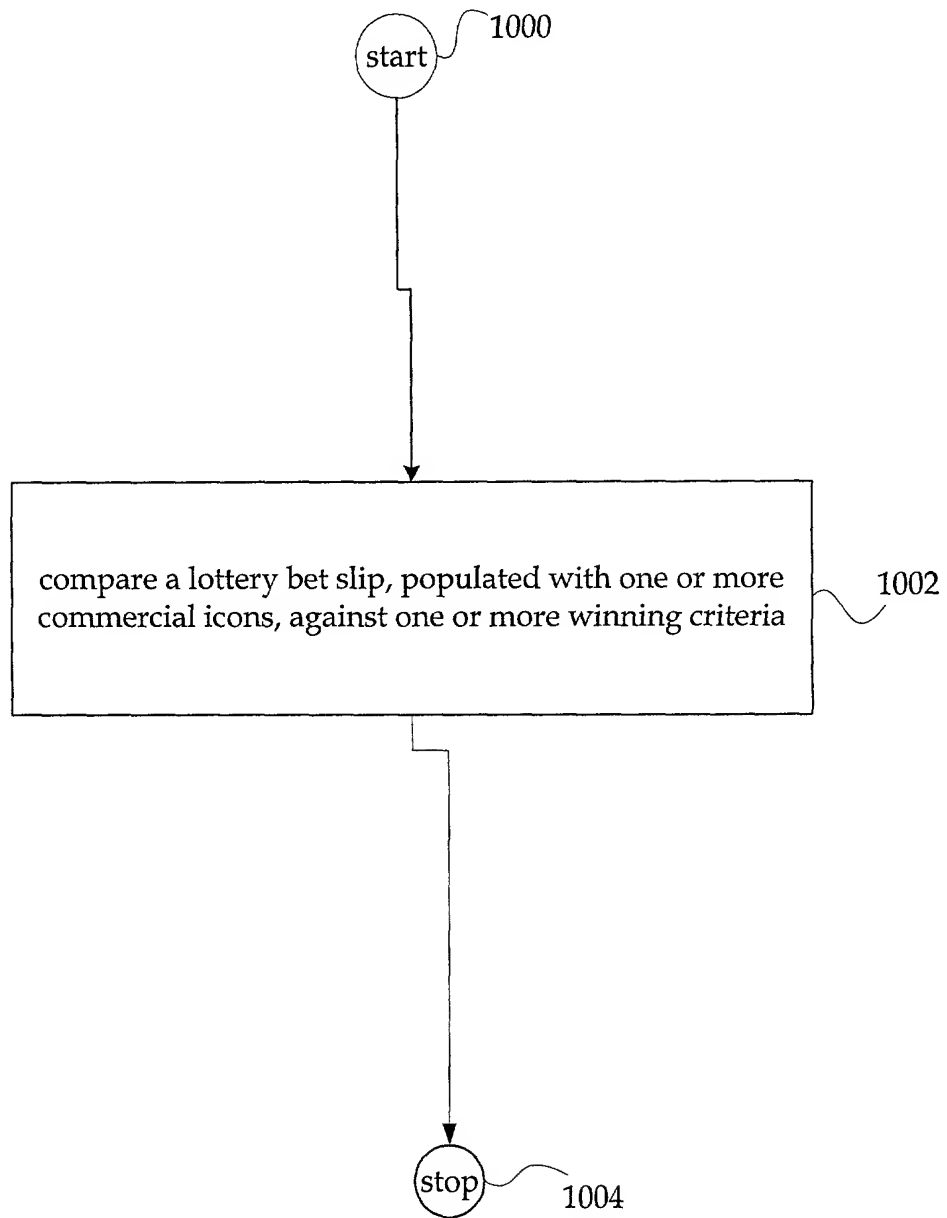


Fig. 10

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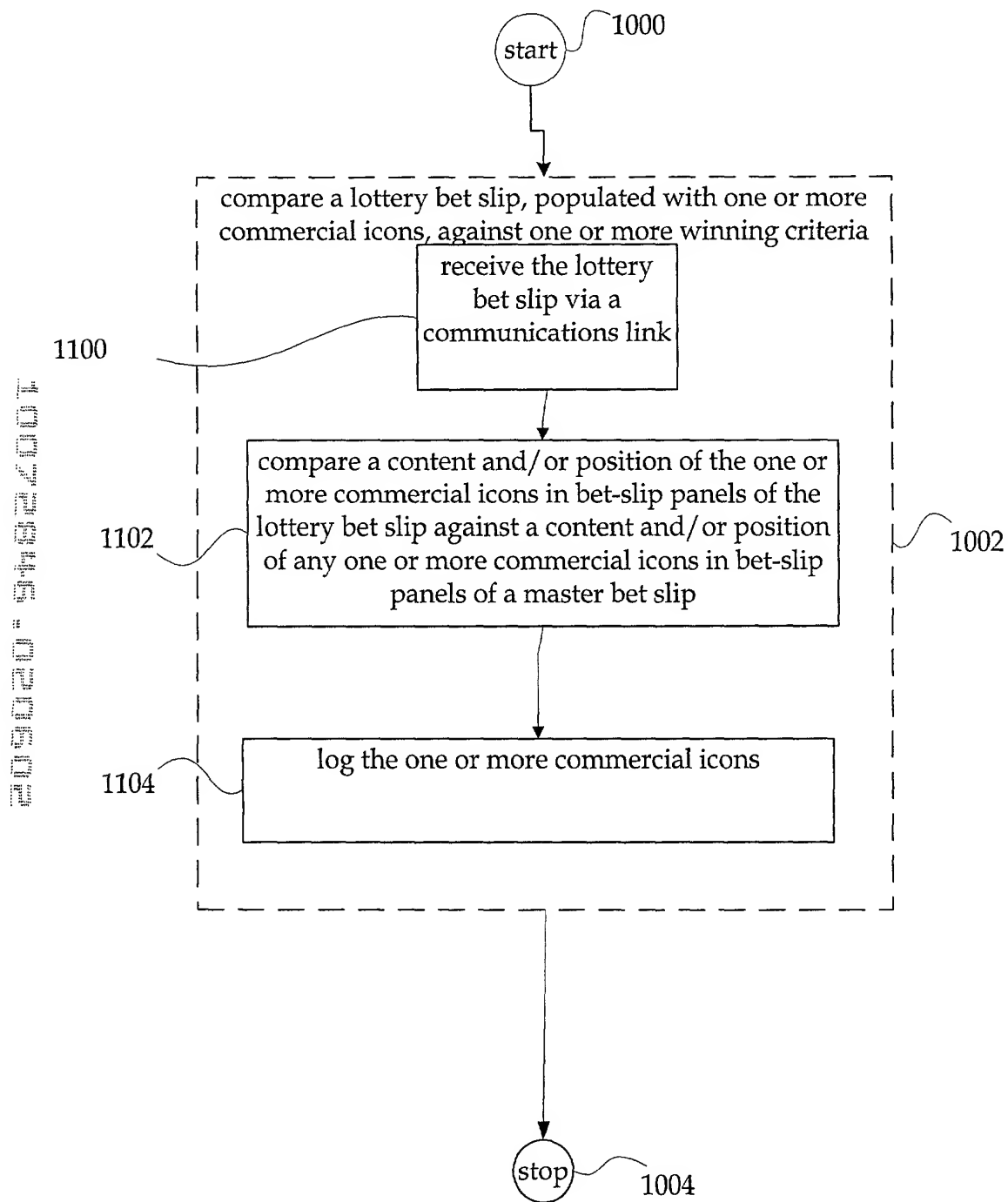


Fig. 11

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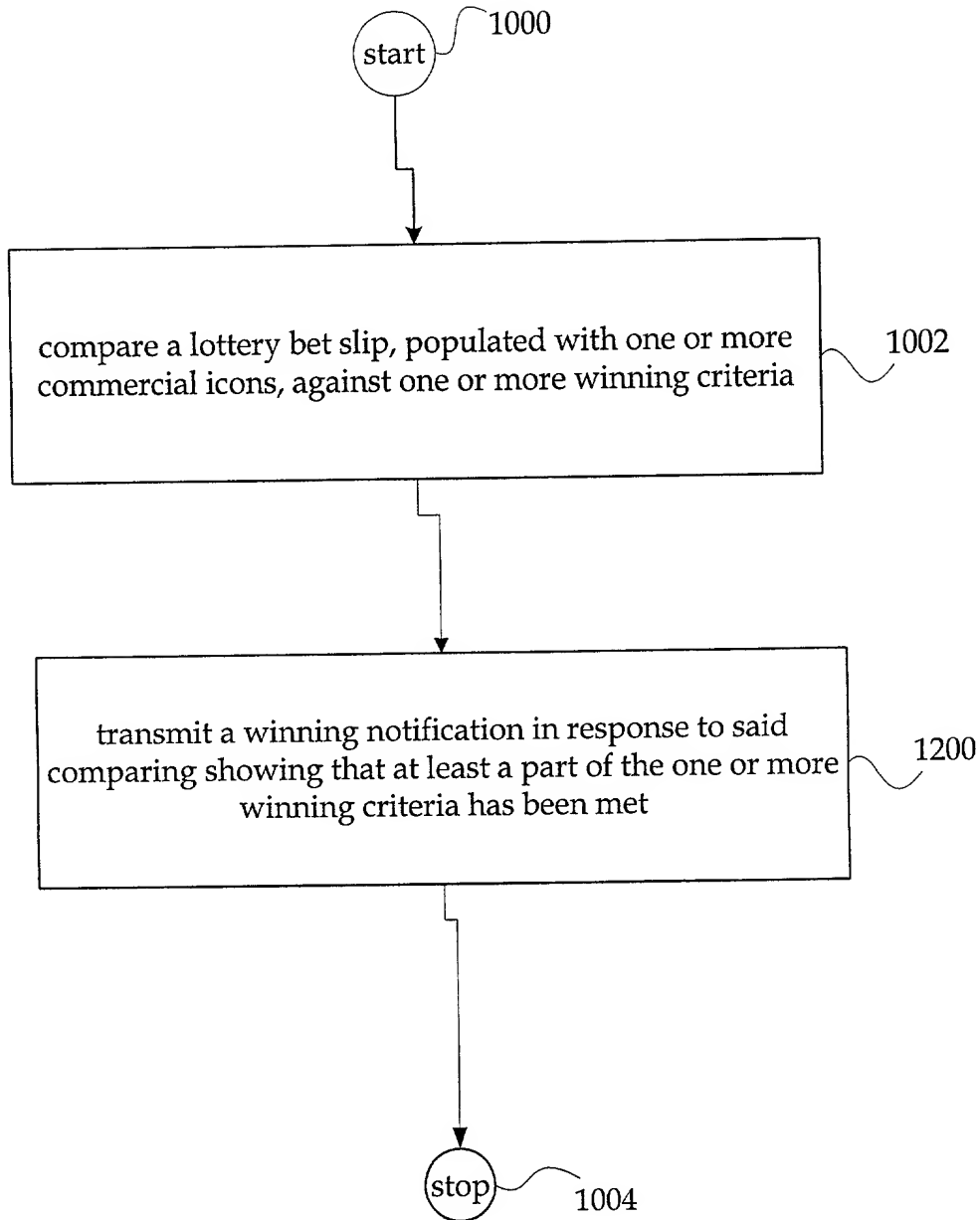
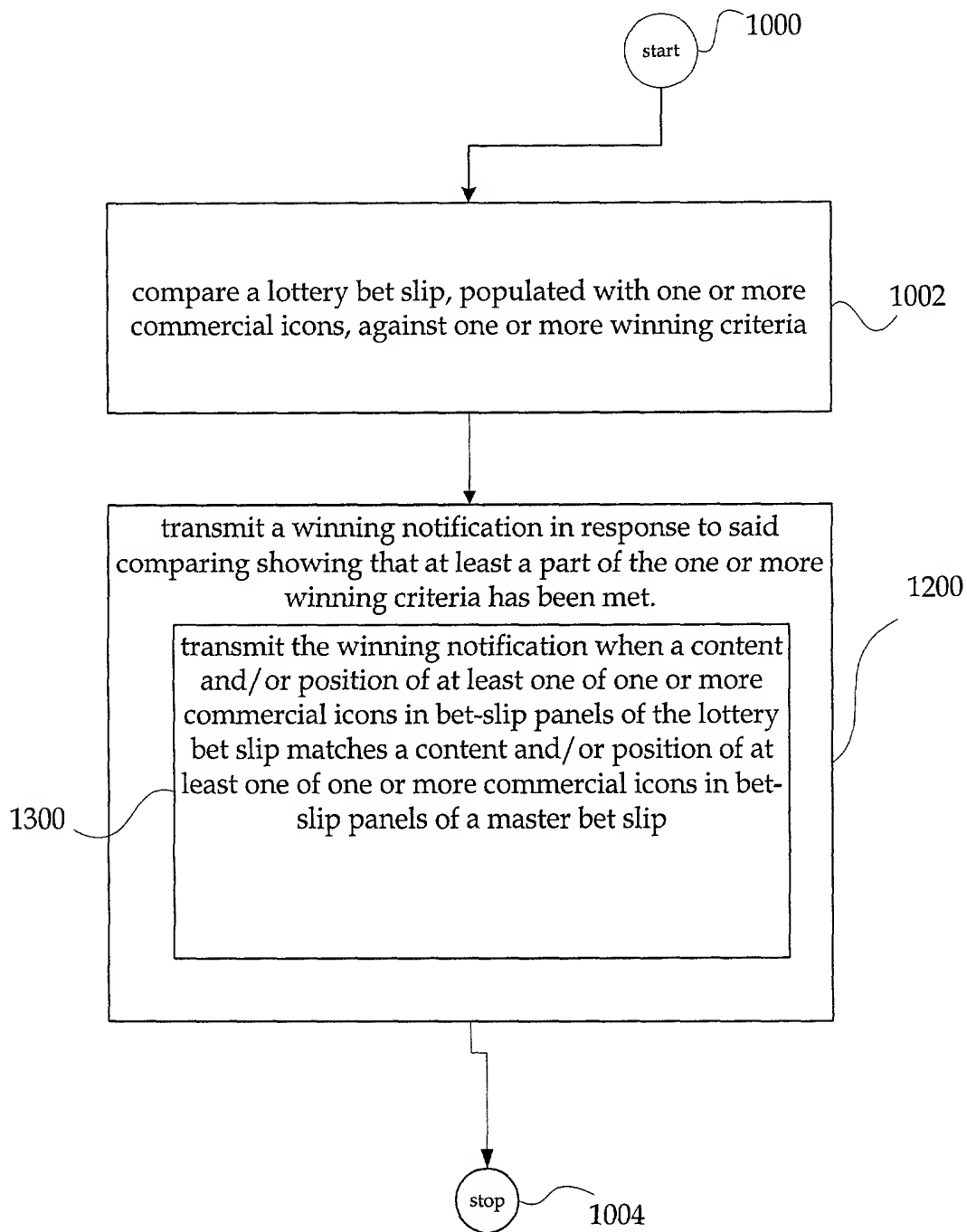


Fig. 12

*Fig. 13*

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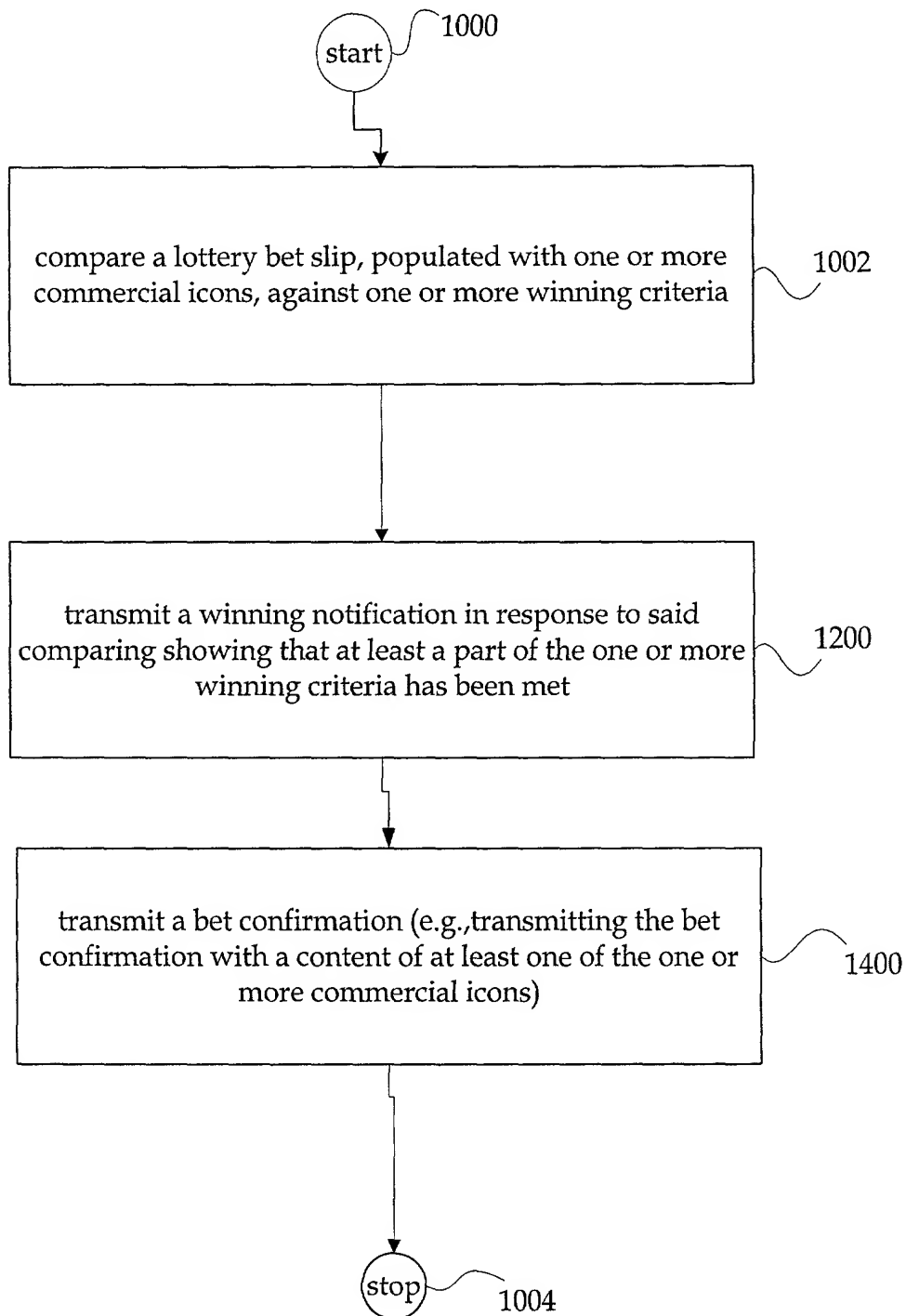


Fig. 14

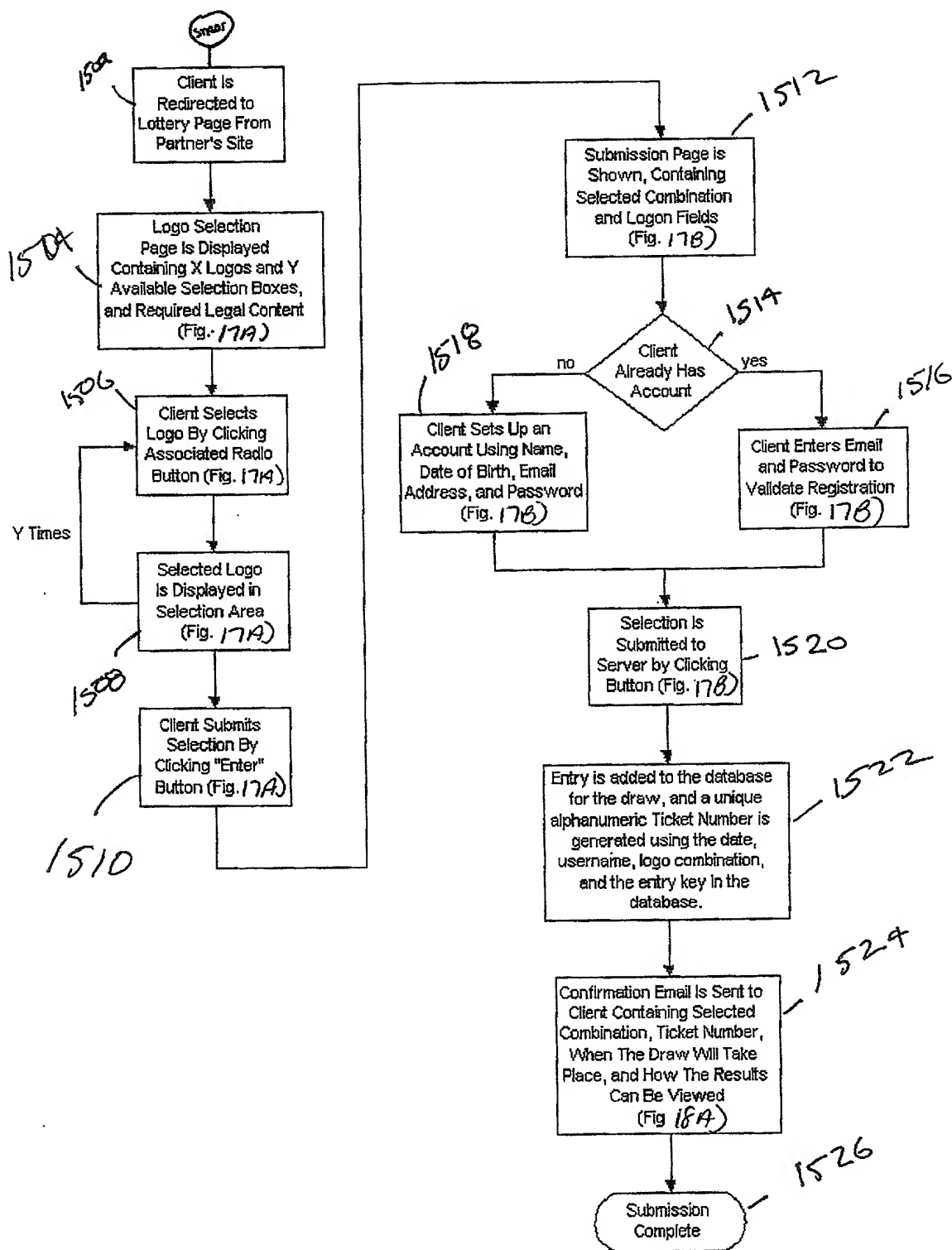


Figure 15A- Logo Lotto Entry Process Flow

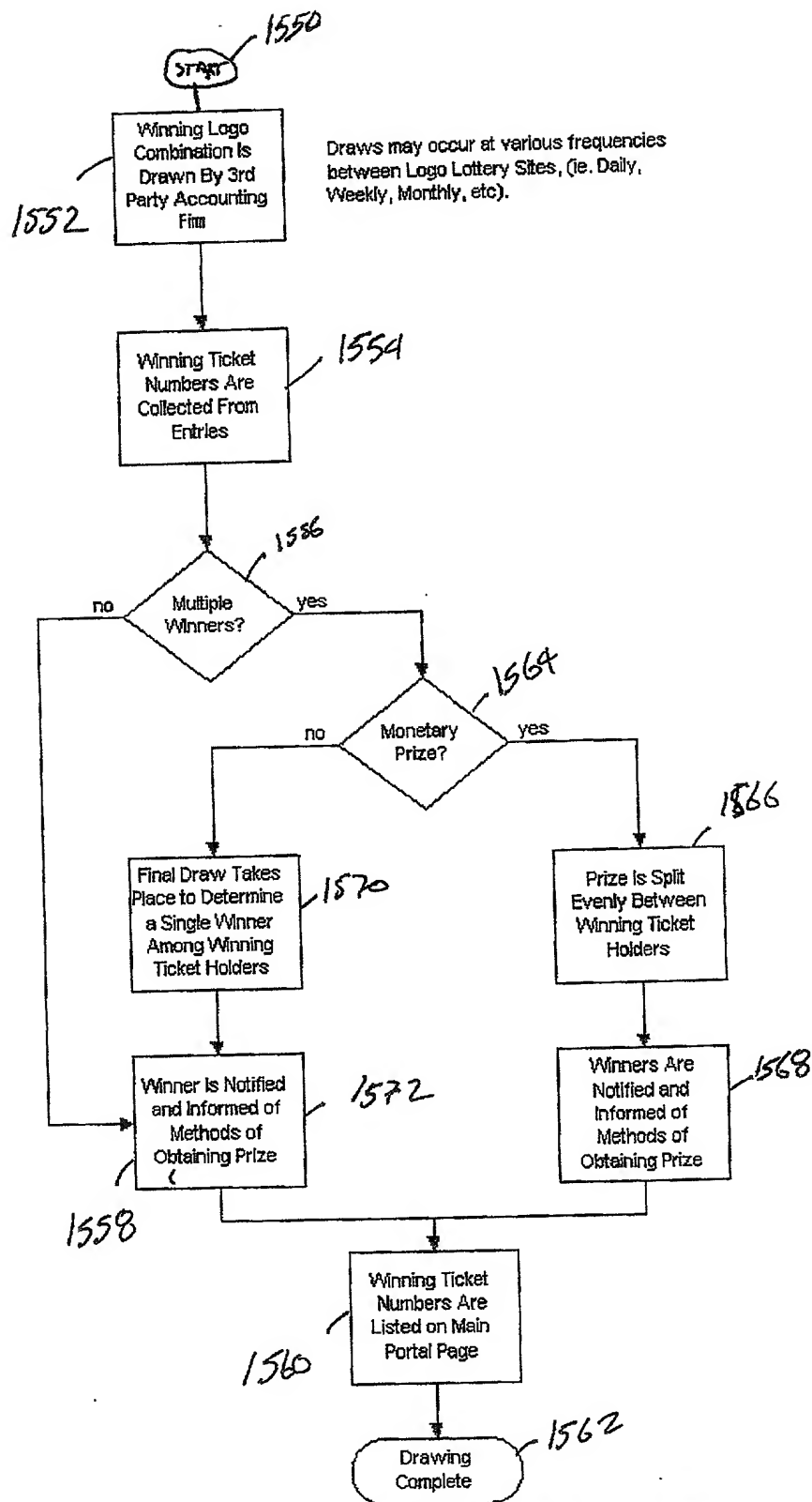


Figure 15B - Logo Lotto Drawing Process Flow

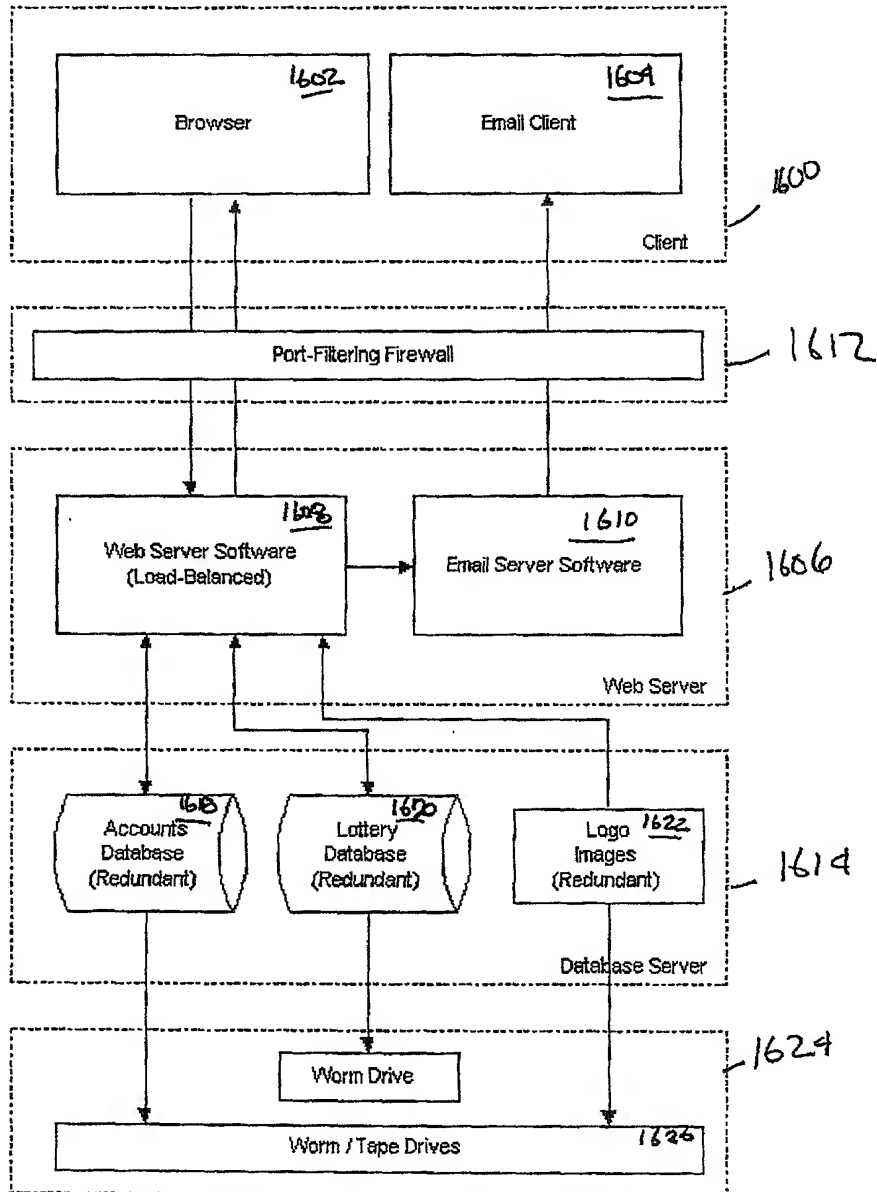


Figure 16 - Logo Lotto Components












































































































































Draw Frequency	"Brought To You By ..."	Last Winnings												
Dynamic Content for Advertising														
<table border="1"> <tr> <td>Draw Date</td> <td>Lotto Number</td> </tr> <tr> <td colspan="2">Current Prize</td> </tr> <tr> <td colspan="2"> <div>            </div> </td> </tr> <tr> <td colspan="2"> <div>            </div> </td> </tr> <tr> <td colspan="2"> <div>            </div> </td> </tr> <tr> <td colspan="2"> <div>            </div> </td> </tr> </table>		Draw Date	Lotto Number	Current Prize		<div>            </div>		<div>            </div>		<div>            </div>		<div>            </div>		<p>Clicking a Logo Pops Up an Adspot</p>
Draw Date	Lotto Number													
Current Prize														
<div>            </div>														
<div>            </div>														
<div>            </div>														
<div>            </div>														
<div>        </div>														
Legal Content														

Figure 17A - Logo Lotto Entry Page













Dynamic Content for Advertising	
<div>       </div>	<div>       </div>
Existing Account	
Email	<input type="text"/>
Password	<input type="password"/>
<input type="button" value="Submit"/>	
New Account	
Name	<input type="text"/>
Date of Birth	<input type="text"/>
Email	<input type="text"/>
Password	<input type="password"/>
Confirm Password	<input type="password"/>
<input type="button" value="Submit"/>	

Figure 17B - Logo Lotto Submission Page

User is given information required for retrieving prize if won.

If a new account was created, the account information is listed here.

For each of the selected Logos, a Promotional Offer, Sale, or Special is listed for the corresponding company.

Thank you message.

Your Selected Combination for The Draw on Month Day, Year Is

1710 - [X] [X] [X] [X] [X] [X] ...

Your Corresponding Ticket Number is #####

1712 1714 1716 1718 1720

The login information for your new account is as follows:

Username: _____

Password: _____

Full Logo

Promotional Offer

⋮

⋮

Figure 18A- Logo Lotto Confirmation Email

1706

1804

1802

1806

1800

User is given
information
required for
retrieving prize
if won.

Additional
Space Used
for Advertising

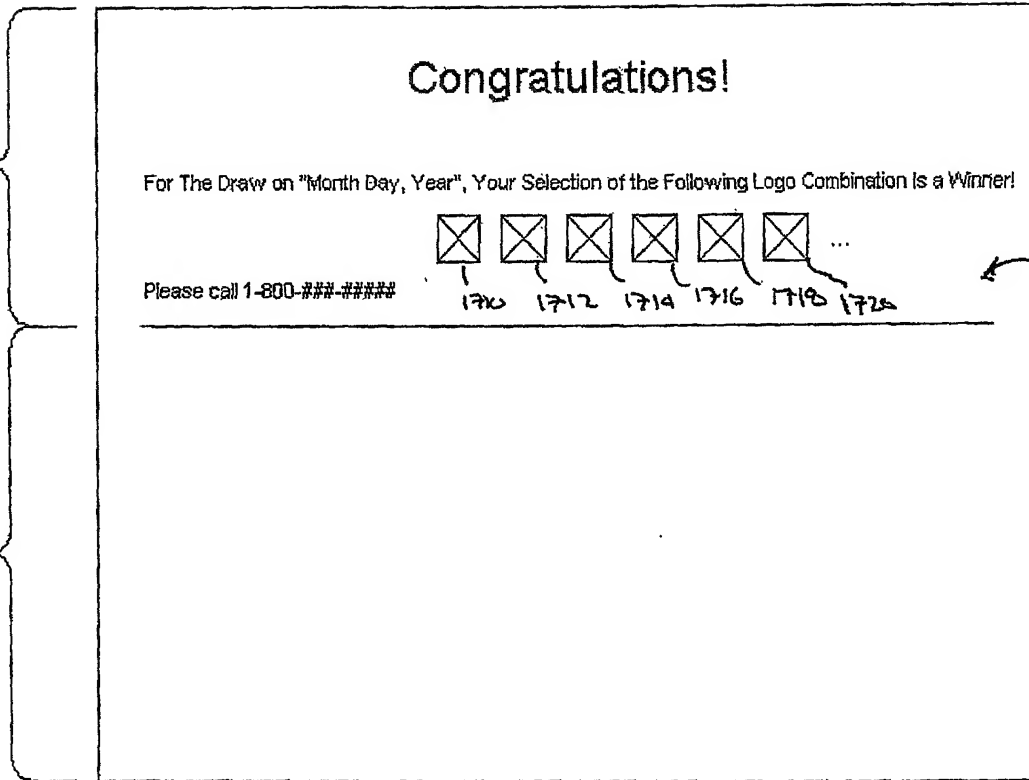


Figure 186- Logo Lotto Winning Notification Email

1850

205020-9482001